

Notes of Decisions Taken and Action

Culture, Tourism and Sport Board

11 November 2009

Local Government House at 13.00

Present

Chair:	Cllr Chris White (Hertfordshire CC)
Vice Chair:	Cllr Ian Mearns (Gateshead MBC)
Deputy Chairs:	Cllr Stephen Castle (Essex CC), Cllr Andrew Cooper (Kirklees MBC)
Conservative:	Sir William Lawrence (Stratford-on-Avon DC), Cllr Henry Smith (West Sussex CC), Cllr David Lloyd (Hertfordshire CC), Cllr Trevor Thorne (Northumberland CC), Cllr Kevin Carroll (Torbay), Cllr Geoffrey Theobald (Brighton & Hove)
Labour:	Cllr Bryony Rudkin (Ipswich BC), Cllr Mark Hackett (Manchester City Council)
Liberal Democrat:	Cllr Flick Rea (Camden LB), Cllr John Commons (Manchester City)

In attendance: Dr William Bird (Chair, Physical Activity Alliance Interim Steering Group, items 1 & 2 only); Paul Raynes, Laura Caton, Steven Skelton and Paul Johnston (all LGA)

Apologies: Cllr Ken Maddock (Mendip DC)

1. Notes of the last meeting

The note of the last meeting was agreed as a correct record.

Paul Raynes noted that LGA officers were continuing to engage with VisitEngland on the Tourism Strategy for England following the September Board meeting.

2. Physical Activity Alliance

Dr William Bird, Chair of the Physical Activity Alliance Interim Steering Group, gave a brief presentation to the Board on the origins of the Physical Activity Alliance (PAA), and the work of the PAA Interim Steering Group. William said that one of the key outcomes of the Government's "Be Active, Be Healthy" strategy was the need for a national body to take forward the physical activity agenda. The Alliance would add value to the sector by representing the sector nationally with one voice and through promoting best practice amongst partners.

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Steve Skelton said concerns were raised at the Government's Physical Activity Programme Board over the Alliance's proposed membership and structure, the independence of the Alliance from central government, and potential disparity between the Alliance's direction as understood by its Interim Steering Group and the form implied by its prospective terms of reference. William said that members of the Alliance steering group appreciated the need for tight governance and transparency.

Members thanked William for his presentation. The following points were raised:

- Members asked what value the Alliance would add. William said that the projects the Alliance would undertake would be based on case studies and the broader evidence base. The Alliance would look to put this evidence base together.
- Members expressed concern over the membership of the PAA Steering Group, noting that several key partners, such as the NHS Confederation, were not involved. As the largest deliverer of physical activity, local government should have a greater interface with the Alliance.
- Members asked about the specific funding that the Alliance would receive, and expressed concern that the Alliance was moving toward being a quango, or "quango-lite." William outlined the amount and sources of funding currently planned, and explained that, though the Department of Health had offered funding to set up the Alliance, this funding was not in place beyond the short-term and that other funding sources would be sought in due course.

Decision

The LGA to continue to engage with the PAA Interim Steering Group.

Action

Officers to continue to reflect Members' views in their discussions with the Interim Steering Group and with the Government.

3. Libraries Service and Reviews

Cllr Chris White informed the Board that Margaret Hodge MP, having resumed as Minister of State for Culture and Tourism at DCMS, had restarted the libraries modernisation review. The review was helpful in engaging Councils' opinion on future proposals for library services. Members discussed the proposals that had emerged thus far from the review, with concern expressed over the perceived over-reliance by the sector in its information gathering from librarians and reservations about proposals for accreditation of libraries, or a greater role for quangos.

Chris added that the DCMS inquiry into the Wirral libraries service was continuing, and noted that he would shortly be meeting with Margaret Hodge to discuss these

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issues. The next steps would include a collection of essays canvassing ideas for the libraries review, and the publication of a decision on the Wirral inquiry.

Decision

Officers to continue to reflect Members' views in their lobbying activities with DCMS.

Action

Officers to circulate the Chair's essay contributed to the libraries review publication.

Paul Johnston

4. 2012 Tourism – role of local government in “welcome”

Sir William Lawrence informed the Board of the discussions held at the Tourism Working Group, detailing the presentations given at the Group about Open Britain at the September Group meeting and the discussions held with representatives of DCMS over tourism. William noted that the DCMS had reinitiated the 'Welcome to Britain' Group, and that the DCMS would shortly contact LGA to discuss membership.

The following points were raised during discussion of the paper:

- Further consideration should be given to the series of events that would make up the 'decade of sport' and the role that local government should play in supporting these events. Members suggested that the LGA look to do further work on the decade of sport, which represents a significant opportunity to increase participation in physical activity and to significantly improve travel infrastructure.
- Further to this, one crucial aspect of providing “welcome” for the 2012 Games was the ease of travel that visitors would experience when arriving in and travelling around the country. Members raised specific concern over rail access to and from Gatwick Airport.
- Other legacy opportunities from the 2012 Games were discussed, as Members felt that the 2012 Games provided an opportunity to simplify the currently complicated strategic structure of the tourism sector.
- The Government could provide further assistance to local authorities looking to improve sporting infrastructure.
- Continued investment in training and skills in the hospitality sector was essential to guarantee a positive 'welcome' for the Games.
- LOCOG and GOE needed to think about “dressing” buildings in London and other venues in advance of the Games.

Decision

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The Board agreed to hold a seminar on the 2012 sporting legacy prior to the Board meeting in January.

Action

Officers to prepare content for a seminar on the 2012 sporting legacy. **Laura Caton / Steve Skelton**

Officers to clarify the “welcome” issues and other aspects of 2012 tourism to Board Members. **Laura Caton**

Officers to ensure liaison with the Regeneration and Transport Board over issues such as investment in Gatwick Airport. **Steven Skelton**

5. LGA Group Business Plan

Paul Raynes outlined where the LGA currently stood in relation to its corporate business planning policies for 2010 – 11, and informed the Board of the proposed priorities for this period. Lead Members across the LGA Member Structures would be discussing the business plan further on 19 November.

6. Member feedback from outside bodies

Member attendance at outside bodies since the last Board meeting was noted. The appointments to outside bodies from the Board were confirmed.

Action

- Officers to establish Liverpool City Council’s position on censoring scenes with smoking in films shown in cinemas within the Council’s area. **Steve Skelton**

Liverpool City Council’s Licensing and Gambling Committee considered a request at a meeting on 27 November 2009 for the revision of its licensing policy to the effect that any film to be exhibited in Liverpool which contains images of smoking should be classified as “18” (suitable only for adults) if that was not already the case, subject to the following two exceptions:

(i) portrayal of an actual historical figure (not an historical era) who actually smoked and;

(ii) clear and unambiguous portrayal of the dangers of smoking, other tobacco use, or second-hand smoke.

The Council’s Licensing and Gambling Committee resolved at this meeting to recommend to City Council that the request to amend the Licensing Policy be rejected and those requesting the amendment be advised to consider further lobbying at national level, commission further research based on Liverpool cinema-going audiences and/or seek to persuade film distributors to voluntarily place Public

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Service Announcements before films rated 15 and below which contain images of smoking. (Agenda, reports and Minutes are available via:

<http://councillors.liverpool.gov.uk/ieListDocuments.aspx?CId=873&MId=10263&Ver=4>)

- Officers to draft confirmation letters to Members appointed on outside bodies, setting out details of the appointment. **Paul Johnston**
- Officers to include the note of the Tourism Working Group within the Board agenda for future meetings. **Paul Johnston**

7. Licensing issues

The report was noted. Members felt that the recent changes to the Policing and Crime Bill that provide new licensing powers for councillors were a significant lobbying success for the Board and for the LGA Group.

8. Digital delivery – policy context

The report was noted.

Decision

Officers reflect the Board's discussion in September of the proposed transition to digital radio in any future lobbying on the Digital Economy Bill.

9. Culture, Tourism and Sport Board – Update on current issues

The report was noted.

Decision

- Members commented that the update report was overly focused on the actions of central government and national agencies, and asked that future reports more widely reflect and celebrate the work of local councils.
- Lead Members to discuss the appointment of an improvement champion at the next Lead Members' meeting.

Action

Officers to discuss the content of future update reports with report contributors.

10. Any other business

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Some new Members felt the need of a briefing on matters that were brought to the Board. A range of measures to address this were discussed, with the Board agreeing to hold an away day at the beginning of the 2010 – 11 meeting cycle but also to hold some briefing events before future meetings, starting with the briefing on 2012 planned for January.

The Board also agreed to hold its next meeting on 11 January 2010.

Action

- Officers to include links to background information, where appropriate, with emailed agendas. **Paul Johnston**
- Officers to make preparations for a Board awayday at the beginning of the 2010 – 11 meeting cycle. **Steven Skelton**